

## Minutes for the September 26, 2013 Meeting of the Nevada Sesquicentennial Commission

The Commission convened in The Guinn Room of the Nevada Capitol Building and was video-conferenced to The Governor's Conference Room in the Grant Sawyer Building in Las Vegas. Additionally, a teleconference line was open.

This meeting complies with Nevada's open meeting law and has been properly posted at the following locations:  
[www.Nevada150.org](http://www.Nevada150.org)

Nevada Department of Tourism and Cultural Affairs, 401 North Carson St., Carson City, Nevada

Nevada State Capitol, 101 North Carson St., Carson City, Nevada

Grant Sawyer Building, 555 E. Washington Ave., Las Vegas Nevada

Nevada State Library and Archives, 100 North Stewart St., Carson City, Nevada

Division of Museum & History, 708 North Curry St., Carson City, Nevada

The public may acquire this agenda and supporting materials, pursuant to NRS 241.020(2), by contacting Mr. Scott Carey, Events and Community Relations Manager, NV150, (775) 687-0645 or via email to [shcarey@nevada150.org](mailto:shcarey@nevada150.org). Materials are available from the Nevada 150 office, Laxalt Building, 401 N. Carson Street, Carson City, Nevada.

### 1. OPENING

#### (1) Call to Order and Roll Call - Lt. Governor Brian Krolicki, Chairman

Chairman Krolicki called the meeting to order at 2:07pm.

##### Members Present:

Lt. Governor Krolicki

Neena Laxalt

Patty Cafferata

Bud Hicks

Andy Kirk

Myron Martin (marked present at 2:52pm)

Lori Nelson

Don Newman (marked present at 2:11pm)

Randall Snow

John Tyson

##### Members Absent/Excused:

Bob Brown

Oscar Goodman

Sherry Rupert

##### Staff/Vendors Present:

Peter Barton

Tiffany East

Kara Kelley

Matt Robinson

Pam Robinson

Claudia Vecchio

### 2. PUBLIC COMMENT

*Public comment is welcomed by the Commission, but may be limited to three minutes per person at the discretion of the Chair. The Commission may not take action on any matter brought up under this agenda item until agendaized and included as an item for possible action at a later meeting, per NRS 241.020.*

Ashley Hall of the Old Spanish Trail Association presented before the Commission, providing background on his organization. Mr. Hall informed the Commission the 2014 national convention for the Old Spanish Trail Association will be held in October in Las Vegas, coordinated to commemorate Nevada's Sesquicentennial and a project the association had been working on relating to the replacement of centennial monuments put erected along the trail in 1964.

Commissioner Newman marked present at 2:11pm.

Patricia Martinelli-Price of the Holiday of Nations and a native Nevadan notified the Commission she had sent an application to Mr. Carey for her event to be included in the Sesquicentennial celebration. Ms. Martinelli-Price stated her organization had sufficient sponsorship and would not be requesting any funding from the Commission. Further, Ms. Martinelli-Price asked Mr. Carey to contact Buck Sampson, representative of the 27 tribes of Nevada.

Marlene Adrien of the Nevada Women's Legacy Project thanked the Commission for permitting her use of the logo. Dr. Adrien also notified the Commission of a January event with the living former First Ladies of Nevada, which Dr. Adrien noted would be free of charge.

Teresa Lindsey of the Reno Rodeo Association notified the Commission her organization would be present at the Nevada Day parade with their chuck wagon, Rodeo Queen, and Rough Riders. Ms. Lindsey also notified the Commission her organization has purchased a table for the Governor's Banquet, and that they would be willing to assist in any way they could.

### 3. MINUTES - FOR POSSIBLE ACTION

1) Review and approval of minutes of the March 15, 2013, April 4, 2013 and August 29, 2013 meetings

Chairman Krolicki noted the minutes for the March 15, 2013 and August 29, 2013 meetings were available but still in a rough form and deferred action to a later date. Chairman Krolicki also asked commissioners to share any comments regarding the minutes with Ms. Kelley.

### 4. DISCUSSION TOPICS – FOR POSSIBLE ACTION

4.1) Chairman's Report – Lt. Governor Brian Krolicki, Chairman

Chairman Krolicki began by officially welcoming Ms. Kelley to the Commission, and expressed gratitude for Vice Chair Laxalt chairing the prior teleconference meeting to approve the contracts with The Glenn Group. Chairman Krolicki also expressed his appreciation for the scrutiny commissioners provided regarding the contracts, but also his delight to see them approved.

4.2) Vice Chairman Report – Neena Laxalt, Vice Chair

Vice Chair Laxalt expressed her appreciation to be able to hand off administrative duties to Ms. Kelley, and stated her intent to act in an advisory capacity for Ms. Kelley in providing historical and background information regarding actions from the Planning Committee. Vice Chair Laxalt stated, unless something specific were to come up, it would no longer be for her to provide a Vice Chairman Report.

4.3) Nevada 150 Foundation Financial Report – Bud Hicks, President NV150 Foundation

Commissioner Hicks stated the Nevada 150 Foundation has roughly \$153,000 in its bank account. Commissioner Hicks went on to state \$50,000 had been spent in the previous month, much of which was due to becoming current with outstanding invoices. Overall, Commissioner Hicks stated, the Foundation's burn rate is roughly \$30,000 per month to cover expenses relating to various areas, but that expense reimbursements, primarily travel, will eventually be coming under the public relations, fundraising, and administrative contracts.

Chairman Krolicki recessed the meeting at 2:30pm to allow staff to address technical issues regarding the teleconference service.

Chairman Krolicki reconvened the meeting at 2:52pm.

Commissioner Martin marked present at 2:52pm.

Chairman Krolicki stated other receivables will be coming to the Foundation, either through fundraising efforts, license plate sales, or potential sponsorship packages. Chairman Krolicki stated the sponsorship packages had been developed, containing a detailed description of what a potential donor would receive, what the donating options are, and what the total budget for the celebration would look like. Regarding the budget, Chairman Krolicki asked all commissioners to share with Ms. Kelley what budgetary measures they would anticipate for their specific outreach efforts as to further refine the budget.

Commissioner Hicks stated it would also be important to get a new budget put together so the Commission could get a better idea as to what kind of cash flow the Commission has to work with. After speaking with Ms. Kelley, Commissioner Hicks stated a more comprehensive budget report could be available at the next meeting.

#### 4.4) Executive Director Report – Kara Kelley

Ms. Kelley reported to the Commission the activities of her and of staff over the previous month. Ms. Kelley noted Mr. Carey's community outreach efforts have resulted in him speaking with 52 separate entities around the state, with continuing efforts to speak with community groups and associations in Southern Nevada. Regarding events, Ms. Kelley stated Mr. Carey remains the point of contact for all events, and that 17 have been approved as official events to date. Ms. Kelley noted Mr. Robinson has been accepting medallion preorders and has worked to ensure those applications will be honored whether they are received online, over the telephone, or through the legislative gift shop. Additionally, Ms. Kelley stated Mr. Robinson has been working with Commissioner Cafferata on historical outreach and linking relevant information to the appropriate websites. Ms. Kelley also stated staff has been working on revising the action plan, the fundraising strategy, the website, and the mobile museum strategy. Regarding the kickoff planned on Nevada Day 2013, Ms. Kelley named several events planned that weekend, including: the Governors Banquet; the medallion striking; the Las Vegas Spring Preserve, the Nevada Atomic Testing Museum, and the State Museum offering free admission; the Nevada Day parades in Carson City and Elko; the Lieutenant Governor's Chili Feed; and the Battle for the Fremont Cannon football game between the University of Nevada-Reno and the University of Nevada-Las Vegas. Additionally, Ms. Kelley stated an event was in the preliminary planning stage with the Governor and the Lieutenant Governor for October 30<sup>th</sup> in Southern Nevada, with details yet to be determined. Further, Ms. Kelley stated a merchandizing application is being developed, and that an evaluation process will occur for merchandizing applications between herself, Commissioner Snow, and Commissioner Newman. Regarding the specialty license plates, Ms. Kelley stated that 2288 had been sold as of the previous Saturday, of which \$55,595.35 would go to the Foundation arriving in the first part of October.

Ms. Kelley also noted representatives from Prison Industries were in attendance in Northern and Southern Nevada and had brought samples of merchandise with the Sesquicentennial logo for commissioners to review, including clothing, hats, iPhone covers, and bags.

#### 4.5) Special Events and Community Outreach –Scott Carey

Mr. Carey began by stating the Commission is well on its way towards reaching the goal of 150 sanctioned events. To date, Mr. Carey noted 45 event applications have been received. Mr. Carey continued by reiterating the process for applying to be an event through the website, and to contact him with any questions. Mr. Carey further stated the first of eight Sesquicentennial editions of Nevada Magazine had been released.

Chairman Krolicki asked for clarification whether those 45 event applications were unique to the celebration of the Sesquicentennial or whether they were regularly scheduled events wishing to attach to the Sesquicentennial. Mr. Carey replied a majority were existing events, but that some may become signature events for the celebration.

#### 4.6) Division of Museums & History – Peter Barton

##### (a) Commemorative Medallions

Mr. Barton began by introducing a representative for one of the vendors for the mobile museum. Barton Ricks of ExhibiTrailers gave a brief overview of his company's activities in the transportation business and of their display work. Mr. Ricks stated much of their supplies are currently being held in storage, but building a new exhibit for the mobile museum would take approximately 140 days. Mr. Ricks stated once he has a clear idea of what needs to be done they could begin putting a schedule together for the development and putting exhibit on the road. Chairman Krolicki stated the Commission would like to work as quickly as possible but could not commit until the funding is certain, though Commissioner Krolicki expressed appreciation for Mr. Ricks' flexibility.

Regarding the medallions, Mr. Barton stated he needed from the Commission an agreement outlining the specifics for the medallion production. Mr. Barton stated the die used for the medallions was presented and is currently in the position of the State Museum, with testing to begin shortly. Mr. Barton also stated medallions will not be available for sale at the State Museum the weekend of the minting and that preordered sales should be fulfilled first. Regarding copper medallions, Mr. Barton stated those would be much simpler to produce than silver medallions and that roughly 300 can be produced per day at the State Museum. Delivery of the copper medallions, Mr. Barton stated, could be fulfilled by the Northwest Territorial Mint within the first couple weeks of November.

Ms. Kelley asked for clarification whether the Commission voted to approve the production of 2000 copper medallions priced at \$15 apiece. Mr. Barton indicated this was correct.

**Commissioner Hicks made a motion the Commission approve the proposed form of the Use of Coin Press #1 for Outside Organizations Permission Agreement; further, the Commission request the Nevada 150 Foundation enter into that Agreement on behalf of the Commission; and to authorize the expenditure of the funds required by that Agreement in order to have these medallions minted and ready for sale. Commissioner Kirk seconded the motion.**

**The motion was approved unanimously.**

#### 4.7) Nevada150.org Website Update – Randy Snow

Commissioner Snow updated the Commission on the status of the website, which he stated was close to completion but not yet ready for launch. While the current efforts look good, Commissioner Snow stated, the website will not be ready for launch until every detail is perfect. Once the website is launched, Commissioner Snow stated the public will be able to preorder medallions or to order license plates from the DMV. Commissioner Snow stated a specific launch date has not been set, but that he expects it to be soon.

Chairman Krolicki asked if the website would be ready for launch within the next few weeks. Ms. Kelley stated content on the site is continually evolving and that the payment mechanism must be in working order before launch, but that she is uncomfortable giving a specific launch date.

Ms. Kelley commented that, with the completion of the medallion application process, the website is now the number one priority of staff.

## 6. COMMISSIONER UPDATES

Commissioner Nelson asked for THE GLENN GROUP to come forward and provide an update on communications and public relations. Tiffany East of THE GLENN GROUP updated the Commission on the communication and media outreach activities over the previous month. Ms. East noted THE GLENN GROUP had been receiving requests for interviews by various media outlets and that they were working closely with Ms. Kelley to determine the appropriate commissioner available for such interviews. Ms. East also stated they have been working diligently on the press kit for the website and for media use of the logo. Ms. East also mentioned the development for a social media plan regarding an Honorary Nevadan status to kickoff Nevada Day weekend. Ms. East noted THE GLENN GROUP has also been working with the Governor's office on a poster and essay contest. Commissioner Nelson also commented on the development of the speaker's bureau to speak with as many community groups and associations as possible on a variety of topics relating to the Sesquicentennial.

Commissioner Tyson stated he has been discussing with Mr. Carey the possibility of developing a series of television commercials depicting stories of Nevada's past and their relevance to Nevada's future. Additionally, Commissioner Tyson requested for the next meeting an agenda item devoted to the executive director of the Nevada Northern Railway Museum, Mark Bassett, to discuss ideas for getting national publicity for the railway and for the Commission. Chairman Krolicki stated it would be put on the next meeting's agenda and asked if Commissioner Tyson could make the appropriate arrangements for Mr. Bassett, to which Commissioner Tyson replied he would.

## 7. COMMENTS FROM COMMISSION MEMBERS

*Sesquicentennial Commission members may offer comments on any topic whether included on this agenda or not. No action may be taken on an item not listed on this agenda, but the item may be agendized for action at a future meeting.*

Commissioner Newman presented to the Commission a rendering of what the Commission's Nevada Day is expected to look like. Commissioner Newman noted all the graphics are being donated by GES Exposition Services. Commissioner Newman stated some supplies for the float would be necessary, including: four Nevada flags; bales of hay; and \$150 for decorations. Vice Chair Laxalt stated roughly 20 people can be loaded onto the float, preferably children in garb representing different Nevada cultures. Mr. Carey acknowledged Bentley Ranch, who donated the truck and the driver. Bob Fairman of the ARF Corporation stated he will be able to provide hay bales and will donate the \$150 for decorations, and also offered parking and construction space for the trailer.

Chairman Krolicki expressed his belief that Southern Nevadans are generally unaware of how exceptional the Nevada Day parade and celebration are in Northern Nevada. Chairman Krolicki also suggested discussing with parade organizers if the Commission's float could be given priority in the ordering of the floats. Mr. Carey stated they have had discussions with parade organizers, who indicated they would waive the parade fee and place the Commission's float towards the front of the parade.

Chairman Krolicki commented on historical artifacts held by corporate entities who helped build Nevada. One entity Chairman Krolicki mentioned was Wells Fargo, which he learned has six museums with artifacts that can be loaned out. Chairman Krolicki asked Mr. Barton to follow up with staff from the Lieutenant Governor's office to determine how the Commission could ascertain some of those artifacts and put them on display.

## 8. PUBLIC COMMENT

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Ms. Martinelli-Price commented on her activities with various Native American gaming organizations, highlighting some of the activities they provide, and asked if Ms. Kelley could contact Native American gaming associations about potentially sponsoring some of these events in Nevada. Ms. Martinelli-Price also discussed the involvement of Reno-Sparks Indian Colony member Angry Bear with The Longest Walk, a walk from Washington D.C. to San Francisco, which will pass through Reno. Ms. Martinelli-Price suggested the Longest Walk might provide a good opportunity to highlight and promote the Sesquicentennial to the international press who cover the event. Regarding the Nevada Day parade float, Ms. Martinelli-Price stressed the importance of having children from various cultures dressed in regalia from the Native American, European, and Hispanic cultures.

Dr. Adrien suggested the possibility of creating a special telecast or video program of the Nevada Day parade in Carson City to be distributed to Southern Nevada.

Harry Ehrman of the Battle Born Civil War Reenactors, the Carson City Rendezvous, Nevada Day Inc., and the Governors Banquet stated one problem organizers for the Nevada Day parade had was scheduling military aircraft to perform a flyover for Nevada Day parade due to sequestration. Mr. Ehrman asked the Commission if they could help in gaining the assistance of the National Guard in fulfilling this request. Chairman Krolicki stated he understands the difficulties sequestration has posed, but asked Mr. Ehrman to draft a letter to the Governor and to the Lieutenant Governor stating he made the request before the Commission. Once submitted, Chairman Krolicki stated he will see if they could assist with the Nevada Air Guard. Ms. East stated THE GLENN GROUP had received offers from the Reno Air Races for flyovers and that Mr. Ehrman could also work with her to try and accommodate his request.

## 10. ADJOURNMENT – FOR POSSIBLE ACTION

In regards to the next meeting, various commissioners stated they would have a conflict with an October 10<sup>th</sup> meeting. Chairman Krolicki asked Ms. Kelley and Ms. Robinson to find a date that would be appropriate.

**Commissioner Hicks made a motion to adjourn. Commissioner Kirk seconded the motion.**

**The motion was approved unanimously.**

Chairman Krolicki adjourned the meeting at 3:48pm.